HOUSING SOCAL

JOINT PROJECT OF ORANGE COUNTY, GATEWAY CITIES, AND VENTURA COUNCILS OF GOVERNMENTS

Brand Guidelines

Logo Basics

Stacked:

Horizontal:

Stacked Logo:

The **Stacked logo** is the primary logo and should be used in most instances. Always use the logo files provided in the logo pack. Do not re-create.

Horizontal Logo:

The **Stacked logo** is the secondary logo and should be used when the Stacked logo does not fit. Always use the logo files provided in the logo pack. Do not re-create.

Our Logo (For Small Use)

The logo must perform well at all sizes. Use the guidelines below for proper implementation of the logos.

Primary Logo as reference

Small Logo

Maximum Sizing for Small Use Logo

90px max, approx

(or approx 1.25 inches)

90px max, approx

(or approx 1.25 inches)

Minimum Sizing for Small Use Logo

50px min, approx

(or approx 0.7 inches)

50px min, approx

(or approx 0.7 inches)

Usage on Backgrounds

The full-color logos should be used only on white, black, or solid colored backgrounds.
Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

One-Color Use

The full-color logo will not perform well on photography and various background colors. In those cases, the one-color logo should be used.

Logo Clear Space

Ensure there is adequate space between the logo and surrounding elements.

Logo Misuse

Ensure there is adequate space between the logo and surrounding elements.

Do not crop the logo

Do not change the transparency of the logo

Do not shuffle around the colors of the octothorpe

Do not use different colors

Do not distort the logo

Do not use drop shadows or any other effects

Do not re-create using any other typeface

Do not outline logotype

Usage Guidelines

Please don't modify the marks or use them in a confusing way,
including suggesting sponsorship or endorsement by Housing SoCal,
or in a way that confuses Housing SoCal with another brand (including your own).

You May Not:

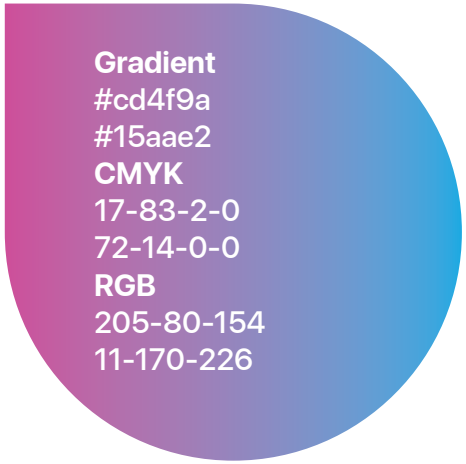
- Use any logos or similar imagery to represent Housing SoCal other than the examples we have provided in the Brandfolder
- Use a Housing SoCal Asset as a substitute for your own — if you don’t have a logo, please do not co-opt ours
- Overprint or obstruct any part of the logo
- Add special effects to the logo
- Distribute or otherwise make available our logos, marks, or assets

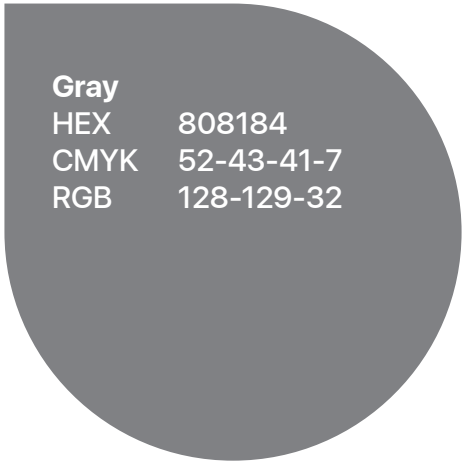
Colors

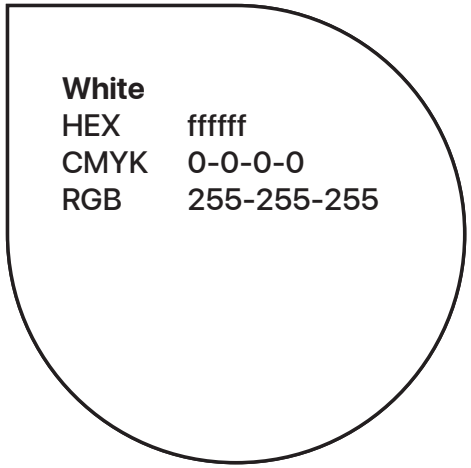
Our Palette

Below is the official Housing SoCal color palette. Avoid deviating from this core set of colors or creating tints of these values. Generally, the "logo colors" act as pop colors in illustrations or icons but should not be used in design elements such as text or fields of color.

Logo Colors







Thank you.